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Agricultural Development

# Success Story

## EN&ZY, Ltd., Reaps Remarkable Earnings in Fruit/Vegetable Processing

Former employee—now owner—of EN&ZY, Ltd., Enver Ferizaj, bought 1.2 ha of land, on which he operates his fruit and vegetable processing company. After continuing with the usual seven-product line, he soon realized that he needed to expand his business market. He turned to the IFDC project—Assistance to Albanian Agricultural Trade Associations (AAATA)—for technical assistance. Since that time EN&ZY, Ltd., has realized dramatic growth. The main areas of assistance to the company have included the following:

- Improvement of entrepreneurial skills
- Market research and export possibilities
- Procurement of packaging materials
- Profitability assessment for the portfolio of products
- Upgrade of technical capabilities
- Design and assistance in procurement of new machinery and its installation
- Diversification into new products
- Marketing and launching of new products

EN&ZY, Ltd., one of the founding members of the highly successful Horticulture Albanian Business Association (HABA), has realized the following results from the IFDC assistance:

- Achievement of two contract growers' agreements to produce for processing needs, mainly tomatoes and peppers
- Processing of twenty types of fruits and vegetables, with 90% of supply coming from domestic production of field crops
- During 2000, the company exported 150 tons of tomato ketchup; in 2001, 500 tons should be exported.
- An increase in sales revenue, number of products launched, raw materials processed, investments made, and bank loans obtained. The number of products tripled between 1997 and 2000; the sales revenue more than doubled during the same period.
- The company now owns three sales outlets.
- During the past 2 years, the company, with IFDC/AAATA assistance, has obtained two bank loans, worth US \$400,000 for working capital; the company has already paid off these loans.

